Advertisement guidelines

*25. SHRI PARMESHWAR KUMAR AGARWALLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the guidelines issued by Government regarding giving of advertisements in various newspapers.

(b) whether these guidelines also apply in case of advertisements being given by Public Sector Undertakings;

(c) if so, whether cases have been reported where Public Sector Undertakings have given advertisements to certain newspapers in violation of such guidelines; and

(d) if so, what action has been taken or is proposed to be taken against such Public Sector Undertakings?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) A copy of the guidelines for issue of Government advertisements is annexed as statement. (*see* below).

(b) No, Sir. It is not mandatory for Public Sector Undertakings to route their advertisements through DAVP..

(c) and (d) Do not arise.

Statement

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

Advertising policy of the Government of India

'A' PREAMBLE:

1. The Directorate of Advertising and Visual Publicity places advertisements in various newspapers|journals on behalf of various Ministries and Departments of the Government of India. A number of autonomous bodies and public sector enterprises channelise their advertising through the DAVP.

2. The primary objective of Government advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, art, literature, spodrts, films, cultural affairs etc. While giving advertisements political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisements would not be issued to newspapers, journals which incite or tend to incite communal passions, preach violence, offend the sovereignity and integrity of India or socially accepted norms of public decency and morals.

'B' POLICY GUIDELINES:

1. Keeping in view Government Policy, publicity requirements and availability of funds, a balanced and equitable placing of advertisements is aimed at. Government. advertisements are not intended to be a measure of financial assistance to newspapers|journals. In pursuance of broad social objectives of the Government and in order to achieve parity of rate between various categories of newspapers appropriate weightage|consideration may be given to:

(a) Small and Medium newspapers|journals;

(b) Specialised scientific and technical journals;

(c) Language newspapers|journals; and

(d) Newspapers|journals published especially in backward, remote and border areas.

2. Small, medium and big newspapers|journals are categorised as under:—

(a) Small: Upto a circulation of 25,000 copies per issue.

(b) Medium: Circulation between 25,000 and 75,000 copies per issue.

(c) Big: Circulation above 75,000 copies per issue.

3. In selecting newspapers|publications for placing Government advertisements, the following consideration may be taken into account:

(a) Coverage of readership from different walks of life; particularly in case of national compaigns·

(b) Reaching specific sections of people depending upon the message to be conveyed· Small and medium newspapers will get major consideration in motivational|educative campaigns.

(c) Any other category of newspapers|journals|publications which Government may consider from time to time appropriate for bonafide reasons.

(d) House journals, news magazines and souvenirs will not ordinarily be used for Government advertisements.

4. The DAVP will use newspapers|journals with a minimum paid circulation of not less than 2,000 copies. Relaxations, however, may be made in the case of the following:

(a) Specialised|scientific|technical journals with a paid circulation of 500 copies per issue.

(b) Sanskrit newspapers|journals and newspapers|journals published in backward, border or remote areas or in tribal language or primarily meant for tribal readers and those published from J&K with a minimum paid circulation of 500 copies per issue.

5. Newspapers|journals should have an uninterrupted and regular publication for a period of not less than four months and should comply with the provisions of Press and Registrations of Books Act, 1867 before they qualify for consideration for placing Government advertisements. For quarterly journals, they have to bring out at least two issues before they are considered.

6. Newspapers|journals should have the following minimum print area to be acceptable for Government advertising:—

Periodicity	Print area not less than
Dailies	760 std. col. cms.
Weeklies and Fortnightlies.	480 std. col. cms.
Monthlies and other periodicals.	960 std. col. cms.

Exceptions might be made in the case of newspapers|journals published in tribal language or primarily for tribal readership.

7. Circulation of all newspapers|journals should be certified by a Chartered Accountant or by a Professional and reputed accounts body or institution. Newspapers having a circulation upto 2,000 copies per issue are, however, exempted from this requirement. The papers|journals whose circulation is found to be incorrect|faulty will become ineligible for advertisements, bsides any other action which Government may deem appropriate.

ADVERTISING RATE:

The rate-structure for Government advertisements will be worked out by DAVP on the basis of the principles

enunciated above. The DAVP will enter into appropriate rate contracts with individuals newspapers/journals.

Telecast of movies on National Network

*26. DR. RANBIR SINGH:
SHRI RAMNATH KOVIND:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that 8 to 10 movies are being telecast on national network in a week;

(b) whether Government are aware that most of the time is wasted by the children in seeing TV movies and serials; and

(c) if so, what steps are being taken to reduce the number of movies being telecast in view of health hazard and deterioration of education standards?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Three feature films (including regional films) in a week and one children's film on 2nd Tuesday of every month are telecast by Doordarshan on national network.

(b) and (c) The activities of the children are generally controlled by their parents and guardians and exposure to TV viewing can be regulated by them only.

Opening of office of RBI in Durgapur

*27. SHRIMATI CHANDRA KALA PANDEY:
SHRI DIPANKAR MUKHERJEE:

Will the Minister of FINANCE be pleased to state:

(a) whether the Reserve Bank of India had agreed to open a second office of the bank in the State of West Bengal at Durgapur;

(b) whether 18 acres of land for this purpose were acquired in 1983 from Steel Authority of India and an architect was appointed for finalisation of construction of office building and staff quarters; and

(c) whether the development of the land and infrastructure has already been completed, but there is no move from RBI to go ahead with the project and open second office at Durgapur; if so, the reasons for delay and the time-bound plan to open this office?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI M. V. CHANDRASHEKHAR MURTHY): (a) Reserve Bank of India (RBI) has intimated that though there was a proposal in 1982/83 to open a Sub-Office of the Calcutta Issue Department at Durgapur there was no commitment to open a second fullfledged office.

(b) Yes, Sir.

(c) RBI has reported that the development of infrastructure for the plots was undertaken by the Durgapur Steel Plant Authority on deposit basis and the entire development work has been completed by them. However, owing to delegation of further powers to commercial banks in the field of currency management, conduct of Government business, etc., RBI has no plans to open a sub office at Durgapur in the near future.

Loans to small scale industries in Karnataka

*28. SHRI GUNDAPPA KORWAR: Will the Minister of FINANCE be pleased to state:

(a) the number of loan applications received from small scale industries by the public sector banks in Karnataka during the last three years and the amount sanctioned till date;

(b) the steps taken by Government to provide timely financial assistance to applicants/small scale units for avoiding industrial sickness;

(c) if not, the reasons therefor; and